



Background:

Blue Hawaii LifeStyle is a Honolulu company founded in 2007 by Michael Zhang. Currently, the company has three locations - Ala Moana Center, San Francisco and Shanghai - that promote the healthy, active and sustainable lifestyle found in Hawaii. The company is guided by core principles that include cultivating an environment of Aloha for customers and employees and maintaining respect for the environment.

Recycle, Reduce and Reuse:

To reduce waste, Blue Hawaii

- offers take out cups and utensils which are corn-based and compostable
- recycles cardboard, paper, aluminum, glass, plastic and newspapers as well as electronic equipment
- installed flooring made from earth-friendly cork which is sealed with a coating derived from plants rather than crude oil.

Energy Savings:

- Energy-efficient LED lighting is used throughout the store
- Uses ENERGY STAR equipment

Purchasing:

- Blue Hawaii purchases recycled-content products, energy-efficient equipment, and green cleaners
- Carry out bags are made from 40% post-consumer waste paper

Pollution Prevention:

- Uses low or no mercury fluorescent lamps or LEDs in place of standard fluorescent lights

Transportation:

- Many employees use public transportation to and from work.

Local Products:

- Almost all products and ingredients are sourced locally.

Other:

Blue Hawaii LifeStyle encourages its customers to use the store's metal silverware and ceramic bowls instead of single-use take out bowls and plastic cutlery.

Conclusion:

Blue Hawaii LifeStyle is dedicated to promoting the healthy, active lifestyle found in Hawaii. BHL's bath and body, food and drink, nutrition, açai bowls, tea and smoothies are made using simple and, whenever possible, Hawaii-grown ingredients.

Live healthy, live Aloha!